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Monkeypaw Productions: Jordan Peele

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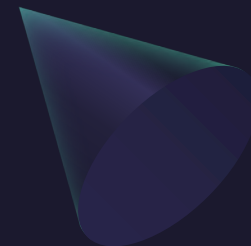
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Jordan Peele: CEO and Founder of MonkeyPaw Productions

Genesis Jordan



Background

Born on February 21, 1979 in New York City

In 9th grade, he received a scholarship to attend a private school called Calhoun School

Wanted to attend NYU Film School but did not apply. Attended Sarah Lawrence College instead to study puppetry

Joined an improv comedy troupe on campus, then decided to drop out of college to join Boom Chicago for 3 years, an improv group based in Amsterdam

Back in Chicago, met Keegan-Michael Key where they then became comedy partners

Difficulties & Risks

- Difficulty believing in himself and going through with something, hence not applying to NYU
- After contract issues with Mad TV, he decided to lock himself in his room to plot his revenge, which led him to wanting to be a producer.
 - “These producers are making these decisions about art and comedy and they don’t know anything about art and comedy. I want to be a producer and bring my artistry and they’ll all be sorry.”
- Worked on multiple projects at the same time for months to see what would stick around... *Get Out* stuck around.
- Risks included building a company with almost no experience in the film industry
 - Was only in front of the screen as an actor and not behind the scenes as neither a producer nor director
 - People in this industry usually go to film school first
- Made movies with a genre (horror) that is not necessarily catered to Black people

“I love biting off more
than I can chew and
figuring it out.”
- Jordan Peele



Management Philosophy

Constant need for new products

- “Always be ahead of your viewers.” –Jordan Peele

Attempting to be a Public Good company

- Recently named a Director of Societal Change for the company

Emerging Leadership Style

- Feels driven by a strong purpose
- Believes in and actively promotes inclusivity

Enduring Leadership Style

- Create a clear vision
- Takes risks and goes beyond the status quo

Achievements

2 Primetime Emmys while on *'Key and Peele'*

Peabody Award while on *'Key and Peele'*

Oscar for Best Original Screenplay (1st Black person to do so)

Writers Guild of America Award for Best Original Screenplay for *'Get Out'*

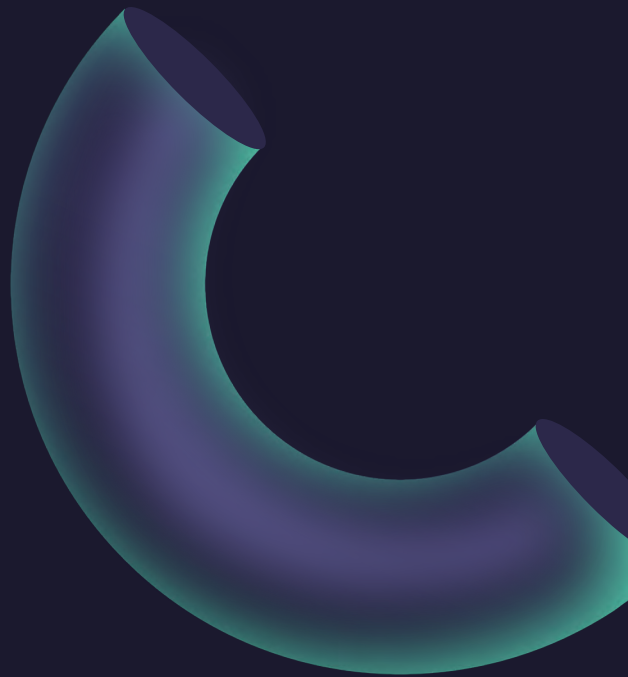
'Get Out' earned over \$250 million at the box office on a \$4.5 million budget

'Us' earned over \$250 million at the box office



Business Model

“Our company is committed to groundbreaking storytelling, visionary world-building and the unpacking of contemporary social issues. Monkeypaw Productions champions highly specific perspectives and artistic collaborations with unique and traditionally underrepresented voices.”



Milestones



Milestones (cont.)

2019

Signs an exclusive 5-year deal with
Universal Pictures

Developed and produced HBO series
'Lovecraft Country'

2020

What's Next for *Us*?

THIS YEAR

- '*Candyman*' coming later in 2021
 - Peele writes and produces it

NEXT YEAR

- An untitled Jordan Peele movie coming in 2022 starring Daniel Kaluuya and Keke Palmer

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